# PRICE REDUCTIONS IN AUTOMOBILE WORLD PROVE NUMEROUS AND SHARP

# STANDARD MAKES OF ALL VARIETIES TAKE LONG DROPS

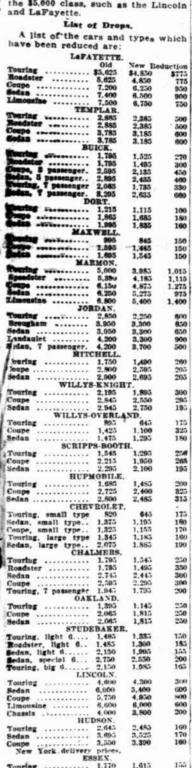
Ford Starts Movement With Reductions Made Last September.

OTHERS TAKE CUE

Lower Figures Announced When Unexpected by Public.

past month, says Fred G. Jopp in The Maryland Motorist, has been the radical reduction in prices announced for many makes of motor cars. This condition has taken place regardless of all the economic arguments advanced since the first of the year in respect to the impossi-bility of such action in view of du-bious business conditions, the price of materials and the unsettled labor

The only feasible explanation seems to be the so-called buyers' strike, to which much of the letnargy in the automobile trade was attributed a year ago. When Henry Ford, last September, started the first real downward trend of auto-mobile prices since the war, about fifteen companies announced reductions in less than a month. Several of these manufacturers stated that no further change could be expected for six months or a year. With a suddenness that many of the auto-mobile political economists had not looked for, the present trend of remobile political economists had not looked for, the present trend of reduced prices set in early in May, and since then every week has been marked with the announcement of further drops. Since May 7 about twenty concerns have made price results, made a cut of \$20. As we get further and further sinto this highly competitive period, items of \$20 and \$50 are going to represent the difference for some, between profit and loss. Well, if \$50 of the manufacturer's received by the period of the manufacturer's received by the period of \$20. As we get further and further sinto this highly competitive period, items of \$20 and \$50 are going to represent the difference for some, between profit and loss. twenty concerns have made price revisions downward, ranging all the way from the moderately priced downward, ranging all the Chevrolet and Overland to cars in the \$5,000 class, such as the Lincoln and LaFayette.



Touring ...... 1,770
Sedan ...... 2,660
New York delivery prices. Case of Franklin.

The new price of the Franklin touring car is \$2,650, the four-passenger roadster is \$2,550, the brougham \$3,550 and the sedan \$3,650. Of those companies which have announced lower prices it is interesting to note that seven are among those that fell in line with the lower price list last October, being the Hudson, Essex, Studebaker, Willys-Knight, Willys-Overland, Maxwell and Chalmers. As an indication of the unsettled conditions and the difficulty from the factory stendard. Of those companies which have ficulty from the factory standpoint September the Francisco to \$750 on tions ranging from \$500 to \$750 on its different models, so that this present increase is infinitesimal as a 50 per cent basis. compared with the generous reduc-tions still prevailing from the prices

prior to October I last year. Return to Buying. The price situation was discussed

om various angles by the directors the National Automobile Chamber of the National Automobile Chamber of Commerce at their annual meet-ing, and the prevailing opinion was that, while a few more reductions might be expected, the levels al-ready reached would be maintained

### Penn Oil Co. Add to Their Fleet



This three-ton Packard truck was recently purchased by the Penn Oil Company, distributers of the popular Lightning Motor Fuel, to facilitate their rapidly increasing business. This company has lately purchased a large tract of land opposite the present lo-

### the most important feature in Automobile Dealers See Serious **Danger In Indiscriminate Taxation** Of Buyers and Manufacturers

stimulate sales recently, made a cut

nrice will help bring back the mar-ket, why wouldn't \$50 less taxes have the same effect? So you see,

taxes have a very important bear-

trict even, puts its collector at the

**NEW SPEEDSTER** 

In Novel Sportsman's

nounced departure from the stand-ard type of speedster in that its ap-pointments and fittings are phe-

The car comes in two special body colors with upholstering in the finest grade of two-tone Spanish

The ticking noise of the "death-

leather in shades to match.

That indiscriminate taxation of automobiles and automobile sales motor cars. This subject, like the others we refer to, will be treated industry is the claim of the National Automobile Dealers' Associabulletin. tion, set forth in a recent bulletin.
The association makes a careful study of all legislation bearing on the industry. The bulletin states:

"Then there is the matter of matter of states are the "The most important thing we be-lieve ever undertaken in behalf of the dealers is the series of factorydealer conferences we have been holding in the interest of improv-ing the relations between the two and which it is intended finally shall

FINDS CARBURETER

evolve into an equitable contract be-

Brings Saving of Fuel To Car Owners.

Automobile owners who are having trouble getting expected mileage out of their gasoline consumption may find that by having their carbureters adjusted carefully increases in fuel economy can be obtained.

This is advice given by the Asso This is advice given by the Asso-ciated Advertising Clubs in a bulic-tin issued by its vigilance commit-tin issued by its vigilance commit-we also have protested against the tin issued by its vigilance committee reporting investigation of claims proposed tariff on oil importations from Mexico, which it is estimated will increase the price of gasoline made for a carburetor advertised as sure to save one-half to oneto our industry 10 cents a gallon." third on fuel and to increase the LIBERTY PUTS OUT power of any motor from 30 to 37 per cent.

The bulletin states that tests by the government Bureau of Standards was to the effect that the extravagantly advertised carbure-tor showed no marks of superiority ment bureau stated great numbers of automobiles are being operated with a considerable excess of fuelunder average conditions and care-ful readjustment of the carburetors would, in many cases, bring about worth-while economy. The govern-ment bureau also pointed out that the apparent superiority of some carbureters for which overdrawn claims are made is due to the care with which they are adjusted, says the association bulletin.

#### FAILURES LAST WEEK.

Commercial defaults in the United Commercial defaults in the contact of the States last week, according to reports received by R. G. Dun & Co. numbered 357 compared with the age nearly fifty features on the new 261 the previous week, but a sharp car which are not found on the 361 the previous week, but a sharp car which are not found on the 361 the previous week, but a sharp car which are not found on the 361 the previous week, but a sharp car which are not found on the 361 the previous week, but a sharp car which are not found on the 361 the previous week, but a sharp car which are not found on the 361 the previous week, but a sharp car which are not found on the 361 the previous week, but a sharp car which are not found on the 361 the previous week, but a sharp car which are not found on the 361 the previous week, but a sharp car which are not found on the 361 the previous week, but a sharp car which are not found on the 361 the previous week, but a sharp car which are not found on the 361 the previous week, but a sharp car which are not found on the 361 the previous week, but a sharp car which are not found on the 361 the previous week, but a sharp car which are not found on the 361 the previous week, but a sharp car which are not found on the 361 the previous week, but a sharp car which are not found on the 361 the previous week, but a sharp car which are not found on the 361 the previous week, but a sharp car which are not found on the 361 the previous week, but a sharp car which are not found on the 361 the previous week. licrease over the unusually small total of 152 of the corresponding week a year ago. Failures in the East. 129, show some increase over the 102 reported the previous week, but there is a contraction in the returns from the South, 96 comparing with 113, while the West also makes a favorable comparison with 80 against 107. Some gain, however, appeared in the total response of the most noticeable featues is a newly designed windshield, the side arms and base of which are sluminum. It provides an ingenitus method for ventilating the driver's compartment and embodies novel built-in "courtesy" lights in the lower corners. A one-piece glass is used, which is fitted with a cleaner.

The car comes in two special body ported by the Pacific Slope, where 52 compares with 39. Failures in which \$5.000 or more is involved, show moderate contraction, but. owing to the falling off in the grand total, there is very little change in the ratio of these insolvencies, which represented 52.7 per cent of the whole as against 54 per cent the previous week.

Failures in Canada last week were Failures in Canada last week were

which represented 52.7 per cent of the whole as against 54 per cent the previous week.

Failures in Canada last week were larger than the previous week, 53 comparing with 3,5, where as a year ago they numbered only 23. Of this total, 36 had liabilities amounting to \$5,000 or more, against 15 the previous week and 12 the corresponding week last year.

Sponding week last year.

Place of the sumps and radiators, motometer, clock, trouble light, snubbers, bumpers, special fenders, aluminum steps, fully-lined top, special steering wheel and numerous other examples of tasteful despinging.

The car makes its greatest appeal, essentially, to the tastes of the sportsman, and is reputed to go a step further in providing his requirements than anything else of its kind.

Little Succeeds Fleming.

Norton M. Little, of the firm of Terrell and Little, real estate deal-Terreil and Little, real estate deal-ers, was appointed yesterday by Jus-lice Hitz and Judges Hardison and houses in the silence of the Hitz and Judges Hardison and McMahon as a member of the Board ing of the insect's head on some of Children's Guardians for a term suitable resounding material. three years beginning October 6, 1920, to fill the vacancy caused by the resignation of George E. Pleming, vice president of the Union

throughout the balance of the year. The consensus of opinion was that passenger car and truck companies have anticipated the lower levels of raw materials and have priced their product on the new basis.

The automobile market is a leader of fixing approximately permanent prices was the announcement of an increase of \$50 on Franklin cars. In September the Franklin made reductions ranging from \$500 to \$750 on with rail transportation, which is on which is on a 50 per cent basis, and

> Franklin 7877 ROYAL GARAGE 1815-1817 L Street N.W. FIREPROOF STEAM HEATED STORAGE SERVICE By Day, Week or Month

> > Reservations Now and Be Prepared for Winter

# SEES AID TO AUTO **INDUSTRY IN NEW DUTY REDUCTION**

Says Foreign Countries Discriminate by High Tariff.

The lower automobile duty in the proposed new tariff bill will aid merican foreign trade, even though the act itself may need revision in the way of excessive duties on raw materials, is the opinion of J. Walter Drake, chairman of the foreign trade committee of the National Automobile Chamber of Commerce. Exports of motor vehicles and parts in 1920 headed the list of manufactured articles with a valuation of \$298,219,875 and were exceeded only by raw cotton, wheat and coal.

and coal.

"With present unsettled conditions in the exchanges, it is difficult to decide on a dutiable basis

criminations.

"In Jugo-Slavia, passenger cars are dutiable at 48 per cent of the C. I. F. value at the customs house in country of distination. This means with regards to American cars, that the tax is also assessed on the cumulative charges for boxing, rall freight in the U. S., overseas freight, lightered and left the road. freight in the U. S., overseas freight, skidded and left the road.

lighterage and interest on the money outlay. An Am-rican medium-priced car, because of these charges amounting to about \$400, to a depict, just on the edge of Spider would be assessed about \$200 more in duty than a car originating in Italy or Central Europe where these special charges would be practically even the "porkeys" that are usually even the "porkeys" that are usually ing upon sales, particularly when every governmental agency of any kind, State, county, city, school district even, puts its collector at the door of the salesroom and takes its toil before you can roll the car from your floor.

"Then there is the Townsend bill. In recent weeks we have sent letters to the entire 35,000 dealers in the country asking them to get behind their senators and congressmen in the fight for roads that behind somewhere and end somewhere.

In the country asking them to get behind their senators and congressmen in the fight for roads that behind somewhere and end somewhere.

It all yor Central Europe where these special charges would be practically nonexistent. Incidents of this kind where the product of a friendly nation is assessed inequitably because of the dutiable basis, would be impossible under a system of American valuations. It is regrettable that this advantage should be offset by the weak feature referred to the control of the special charges would be practically thing about the "eats." even the "porkeys" that are usually such familiar visitors, cut us dead by their absence. The little red squirrels that were so numerous thirty years ago were not to be seen, and the gophers did not give that this advantage should be offset by the weak feature referred to the processing about the "eats."

"The American manufacturers as a group, applied for a uniform duty of 30 per cent on imported automobiles as against the prevailing rate of 45 per cent. This united request is practically accorded by the House Ways and Means Committee in recommending the duty of 25 per cent on American valuation, which would be the equivalent of about 30 per cent, if the dutiable basis in the

into the United States

Prevents Discrimination.

provision, the attainment of that object is possible.

"Immediately after the armistice

arrangements were made between certain countries which worked to the disadvantage of the American exporter of automotive products Czecho-Slovakia, for illustration, permitsh te importation, without special permit, of Italian motor vesicles. On the other hand, imports of these commodities from the Unit-ed States are effectively obstructed because of the necessity of comply wheels also are standard equip-ment. finished in tones to harmon-ize with the body. Some of the ex-ceptional features include nickeling with such a governmental for-mality. The continuation of such practices, however, may be expected o cease as President Harding, under the Fordney tariff, will be author-ized to assess additional duties on products of any kind from countrie discriminating against American trade.

Affords Benefits.

"The advantages accruing to both countries are fully realized in the commercial treaty existing between Cuba and the United States. The benefit to commerce is the direct result of the mutual tariff concession on commodifies moving between the procity treaties, with their accom-panying benefits, may be expected to increase, as President Harding can start negotiations at once with other countries by offering tariff conces



Other models of today's Oakland Six: Five-passenger open car, \$1,145; three-passenger Roadster, \$1,095; four-passenger Coupe, \$1,625, with cord tires; five-passenger Sedan, \$1,725, with cord tires. All prices f. o. b Pontiac.

The car itself is always ready to prove the things we say of it. Call, or phone for a demonstration today.

District Oakland Company . 1709 L Street N. W. / Telephone Main 7612

### "HOME ON WHEELS" MAKES CHEAP AND PLEASANT TRIP

Motor Excursion Through Wisconsin's Good Roads at First Hand.

table which was kept "set" under the canvas canopy.

Early in the trip the officers of the personally conducted tour were appointed. Jim was made secretary and treasurer; Frank was thatter of transportation and chambermaid: Doc was diningroom girl and superintendent of dishwashing, and Pop was the chef.

The trip took us through Milmon.

tions in the exchanges, it is difficult to decide on a duttable basis miotor cars. This subject, like the others we refer to, will be treated fully in the following pages of this bulletin.

"Then there is the matter of national taxation plans. The N. A. D. In A. sent to Washington the best committee it could possibly get together to tell the congressional leaders that we are struggling now under a heavy burden and that imposition of additional taxes might wreck the industry. In this connection we will give you just this thought:

"The average sale price of the average automobile is about \$1,000."

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"The average sale price of the industry. In this connection we will agree the probably to approximate the C. I. The average sale price of the average automobile is about \$1,000. The underlying object in proposition basis and consequently bring about the collection of a larger amount in duty," says Mr. Drake.

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"The average sale price of the industry. In this connection we will average automobile is about \$1,000."

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"The average sale price of the industry. In this connection we will average automobile is about \$1,000. The underlying object in proposing the price of their cars; one of them, to stimulate sales recently, made a cut of \$200. As we get further and of \$200. As we get fur

that this advantage should be onset by the weak feature referred to all sorts of gayly-colored warblers, and that cheerful little friend of the fone fisherman, the song sparrow, the days more delightful by "The American manufacturers as made the days more delightful by

u res of that joyous journey. The

"A most commendable feature is the provision making the reduced rate applicable to motor products from such countries only as similarly favor American exporters. Thus

How to take your home with you walleys. skin him and take the bonds all out, leaving two nice performed that the bonds all out, leaving two nice performed that the bonds all out, leaving two nice performed that the bonds all out, leaving two nice performed that the bonds all out, leaving two nice performed that the bonds all out, leaving two nice performed that the bonds all out, leaving two nice performed that the bonds all out, leaving two nice performed that the bonds all out, leaving two nice performed that the bonds all out, leaving two nice performed that the bonds all out, leaving two nice performed that the bonds all out, leaving two nice performed that the bonds all out, leaving two nices of bondeard all out, leaving two nices are performed to increase the cost of genuine in size of your foot. Cut each of these isso of your foot. Cut each of the said that the which is not up to the standard all which is not up to the standard all which is not up to t

jam, honey or maple syrup.

Beating the Landlord.

Twas a sight to see Doc wash those dishes, and Frank could make a bed to a queen's taste. Jimmle made himself useful in providing wood for the after supper bon-fires. wood for the after supper bon-mes.
It cost us less to make the trip than staying at home. With the food provided by the fields, the forests and the lakes our daily expense for the bunch did not exceed \$2.

The nights were so bright and applications are wanted to enchanting, we never wanted to turn in. But tired nature demanded obedience to her laws and we must rest to be able to make the heads

of some fish sore the next day.

Fishing was not good, we caught enough to eat but the season was exceptionally poor for some reason. But there's more in fishin' than just fishin' and we had a good and joy-ful time, rain or shine. In two weeks there was never a uttered by anyone—" never like this?" But do But don't tell our wives that we said it.

We were gone just two weeks to the minute, and during the trip of 1,000 miles, we used just seventy gallons of Lasoline, about fourteen miles to the gallon. We brought back the same air in our tires that we took with us and we never lost five minutes time in delay casioned by the Westcott. We are going again.

#### AUTO INFORMATION DRIVE ON IN WEST

A further drive on the people o the West to show the utilitarian value of motor transportation has been begun by the National Automobile Dealers' Association.

The association last week into the Western States Ezra Clark, of the Clark Equipment Conpany, with the now famed series of paintings which formed a distin-

Model.

A sportsman's car of the most advanced type is just announced by the Liberty Motor Car Company, together with the information that first shipments of the new car are now being made to distributors and dealers.

The new car is said to be a pronounced departure from the stand-now need to distributors and dealers.

If now were the ment and the stand-now need to distributors and dealers.

If no much countries only as similar-ly favor American exporters. Thus, if from such countries only as similar-ly favor American exporters. Thus, if favor American exporters. Thus, the British and French cars will be dutiable at 25 per cent in the event only that American motor vehicles which to wide imported into the United States. No delay in application need be incurred, as only such reciprocity are subject to an identical duty when exported to either of those two countries. If, however, the rate is first shipments of the new car are now being made to distributors and dealers.

The new car is said to be a pronounced departure from the stand-nounced departure from the stand-nounced into the United States. No delay in application need be incurred, as only such reciprocity are subject to an identical duty when exported to either of those two countries. If, however, the rate is goods imported into the United States. No delay in application need be incurred, as only such reciprocity are submitted for ratification to Congress as provide for cation to Congress

# **WARNS AUTOISTS AGAINST BUYING**

"PIRATE" PARTS National Chamber Head

bor is almost always the largest a few days by owners who were very item of a rebair bill, and if the part much dissatisfied with the service put in was not properly hardened the parts had given.
"The manufacturer's interest in or tempered and hence wears out or breaks prematurely he has to have the sale of parts is incidental. His

Makers Protect Selves.

ers, on the other hand, without a such prids, have no incentive to a spect parts carefully. There is comeback on them if the servi-their parts render is not satisfa-

"Motorists generally will appreciate that paying the price for the best material and workmanship, figidly inspecting the product and standing the loss of rejecting that which is not up to the standard, all tend-to increase the cost of genuinparts. A little thought will show that it is money mighty well invested not only for the sake of the manufacturer, but quite as much for the ultimate owner of the car. In advising automobilists, no matter where they buy their repairs or have

the job done over much sooner than necessary with a repetition of the labor sharge.

The dealer is pirate parts or the relator sharge.

a large turnover so that the smaller priced parts may net him a profit "The car manufacturers," said Mr. He cannot be expected to be unself-cummer, "have developed parts that ishly concerned for the owner. Since they thought were the best for their the manufacturers invariably reccars and, having a reputation to ommend genuine parts, it is wise to sustain, would naturally be more insistent on careful inspection be-their interest is only in safeguardfore permitting these parts to go ing their reputation and not in sell-into their cars. Pirate parts max-ing parts."

> What comes after the purchase price?



SEMMES MOTOR COMPANY

DODGE BROTHERS MOTOR CARS

1132-34 Connecticut Avenue

Telephone Main 6660

# Mighty Few Dollars Will Buy a Good Car at Our

#### HAYNES TOURING

Some leader. Been practically rebuilt in our own Reconditioning Shop, and folks, it's a wonder! If you don't think the price we put on it makes it the bigthe price we put on it makes it the big-gest bargain yet, I'll let you name the price and take it.

#### ANDERSON SEDAN

when sedan time is on the way too. This car cost close to \$3,500 last year-but it's almost given away at our Mid-August cleanup price.

### SCRIPPS-BOOTH SEDAN

Another closed car opportunity that won't last long. It's a 1920, too-but we forgot everything but making bargains when we mark price tags.

### WILLYS-KNIGHT TOURING

We put a full outfit of new fenders on this job because it was worth while. We were soing to paint it and get a thousand dollars for it. You can save \$400 and get a peach of a buy at our Mid-August cleanun.

### OVERLAND TOURING

No reasonable offer refused. That means just what it says. You set the price."

#### **TULSA TOURING**

A car that is brand new as far as use s concerned. Hasn't been out long enough to get dusty. But it's going out quick now—the price promises that. It was bought this spring.

# Mid-August Sale of

# Reconditioned

# Cars

There's just one reason for the phenomenally low prices on really good cars at the end of our Mid-August sale. We want to make the bargains so obvious you simply can't resist them.

You will save more than ever before-and probably ever again, too -by choosing the car you want NOW. Prices have been shaded, cut and slashed until the dollar-for-dollar values loom as big as the Washington monument, in comparison with the price.

The sale ends Tuesday nightremember the early bird.

OPEN SUNDAY, 9 to 3.

#### OVERLAND SEDAN

crackerjack for light car comfort. And the price is not a full two thirds of what it ought to be. Come soon for this

#### This one is not yet through the shop. But it's a '20, in perfect condition. only thing we are doing to it is replacing a few cells in the radiator.

OLDSMOBILE TOURING

HUPMOBILE TOURING

No wonder we have so many boosters-

this car right here is one of the reaso

is positively wonderful

why. Perfect throughout-but the price

## PEERLESS LIMOUSINE

At auction this car would bring aftigen to eighteen hundred. Our price a just about half way there. Take it.

### **HUDSON SEDAN**

One of the finest we have ever handled, And the price is one of the most attractive. It's a 1920-oh, boy!

### STEARNS-KNIGHT

Big. powerful, quiet motor-An eight. The motor alone is worth the price we ask for the entire car. And it's a bargain, too, as you can judge for yourself.

# DISTRICT HAYNES CORPORATION

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Open Sunday 9 to 3